

## DO YOU INHALE?

All smokers do—sometimes. And so it's very much to your interest to . . . GET THIS!

Found by eminent doctors: on comparing, four other leading cigarette brands average three times as irritant as the strikingly contrasted Philip Morris — and,

the irritation lasts more than five times as long! Philip Morris smokers enjoy the world's finest tobaccos — with no worry about throat irritation — even if you inhale!





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Enjoy the cigarette that is definitely better for your nose and throat—a superiority recognized by eminent medical authorities...



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